

LEO BURNETT U.S.A.

CONSUMER SERVICE DEPARTMENT, INC.

Ad No. TT-312—"DMSY"—Reg. No. 73420—1 Page 4 colors—(7 x 10 inches)—Trade Price, 1982

(A)

Printed in U.S.A.

# VIRGINIA SLIMS

The largest selling cigarette  
made especially for women.  
And in 1981, Virginia Slims Lights  
was the fastest-growing brand  
among female 100's smokers.



You've come  
a long way, baby.



Year after year, Philip Morris outgrows the rest of the industry combined.

**PHILIP MORRIS**



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